

March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method of providing purchase information to consumers
relating to advertisements displaying the product

US File #**20020026359**

Filed: 2/22/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has
NOT issued in the U.S. The US File # is **20020026359**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The
technology described in this patent application Claims 1, 4, 5 and others was
covered under Patent 4,752,675 and was marketed under the Trademark
StarTrax from 1986 to 1995.

There is nothing unique and novel regarding the use of barcodes to track direct
mail advertising responses.